

Message Text

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ACTION EA-09

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USDOC FOR BIC/OIM/EA/STRINGER

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: INSTALLATION OF TELEX MACHINE IN TAIPEI TRADE CENTER

1. IN ACCORDANCE WITH RECOMMENDATIONS CONTAINED IN MINUTES OF TRADE CENTER DIRECTORS' MEETING, JANUARY 1976, REQUEST OIM PERMISSION TO INSTALL TELEX MACHINE IN TC. ACQUISITION OF TELEX WOULD BE BENEFICIAL TO TRADE CENTER FOR FOLLOWING REASONS:

A. DIRECT CONTACT WITH NEW YORK SHIPPING OFFICE WHEN NECESSARY TO CONFIRM SHIPPING DATES, BILLS OF LADING, AIRWAY BILLS, ETC., OR CHECK ON MISSING AND LATE SHIPMENTS. CURRENTLY INQUIRIES ON FREIGHT PROBLEMS HAVE TO ROUTED THROUGH WASHINGTON AND RELAYED TO NYSO, OFTEN CAUSING UNNECESSARY AND ILL-TIMED DELAYS.

B. CAPABILITY TO REPLY DIRECTLY TO TELEXED QUERIES FROM U.S. HEADQUARTERS AND FOREIGN BRANCH OFFICES OF EXHIBITORS REGARDING PROBLEMS THAT OCCUR PRIOR TO AND DURING EXHIBITIONS. TC NOW HAS NO OPTION OTHER THAN RESPOND SUCH QUERIES VIA COMMERCIAL TELEGRAM OR INTERNATIONAL MAIL, WHICH OBVIOUSLY NEGATES FIRM'S PURPOSE FOR SENDING TELEX.

C. TC COULD TELEX WASHINGTON DIRECTLY ON ROUTINE BUT FREQUENTLY URGENT INTERNAL OIM/TRADE CENTER BUSINESS. EMBASSY WORKLOAD OR POLICY MATTERS AND NON-URGENT COMMUNICATIONS

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WOULD, OF COURSE, BE HANDLED THROUGH NORMAL CHANNELS. THE

ONLY ALTERNATIVE AT THE PRESENT TIME WHENEVER A QUICK REPLY IS REQUIRED IS EXPENSIVE, SOMETIMES TIME-CONSUMING TELEPHONE CALLS.

D. EXHIBITORS CAN COMMUNICATE DIRECTLY WITH THEIR HOME OFFICES DURING EXHIBITIONS. THIS SERVICE IS FREQUENTLY REQUESTED BY COMPANY REPRESENTATIVES WHOSE ONLY ACCESS TO TELEX FACILITIES IS AT SOME OF THE LARGER HOTELS. THEY WOULD BE CHARGED FOR THIS SERVICE AT CURRENT MESSAGE UNIT RATE OF \$3.70 PER MINUTE.

E. ACCORDING TO A-4309, TC'S ARE REQUIRED TO TELEX SALES LEAD MESSAGE EACH PARTICIPATING FIRM WITHIN THREE WORKING DAYS AFTER CLOSE OF A VIDEO/CATALOG EXHIBITION. THE FIRST OF THESE PILOT V/CE'S TO BE HELD IN TAIPEI IS SCHEDULED FOR OCTOBER 18-20, 1976.

2. POSSIBILITY OF TC ACQUIRING TELEX HAS BEEN DISCUSSED WITH EMBASSY AND THEY ENDORSE TC PROPOSAL.

3. THE FOLLOWING IS A BREAKDOWN OF THE COSTS OF INSTALLING A TELEX MACHINE IN THE TRADE CENTER:

ONE TIME CHARGES

DEPOSIT (REFUNDABLE)	US\$527.00
TELEX INSTALLATION	42.16
WIRE INSTALLATION	258.23

	US\$827.39

ESTIMATED MONTHLY CHARGES

EQUIPMENT RENTAL	US\$ 79.05
MESSAGE CHARGE (MINIMUM)	105.40
WIRE RENTAL (3 MI. EACH US\$1.21 PER 1/2 MI.)	7.26

	US\$191.71

ON THE BASIS OF THE ABOVE COST ESTIMATES, AND ASSUMING THAT UNCLASSIFIED

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TRADE CENTER USAGE WOULD NOT EXCEED THE MINIMUM MONTHLY MESSAGE CHARGE, THE TOTAL FIRST YEAR COSTS WOULD BE APPROXIMATELY US\$3,150. ANNUAL COSTS THEREAFTER WOULD AVERAGE US\$2,300, OR LESS THAN US\$200 PER MONTH. SINCE EXHIBITORS WISHING TO USE THE TELEX WOULD HAVE TO PAY THEIR OWN MESSAGE CHARGES, THUS OFFSETTING THE MINIMUM, THE ACTUAL ANNUAL COST TO THE TRADE CENTER COULD BE SUBSTANTIALLY LOWER THAN THE ABOVE ESTIMATES.

4. TC HAS SUFFICIENT FUNDING AVAILABLE IN TRANSITIONAL
QUARTER BUDGET TO COVER INITIAL INSTALLATION AND ESTIMATED
MONTHLY SERVICE CHARGES. IF OIM CONCURS WITH TC REQUEST,
PLEASE ADVISE SOONEST SO THAT TQ FUNDS CAN BE UTILIZED
PRIOR TO OCTOBER 1.
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